PATENT

In the Specification:

At page 1, after line 7, insert the following text:

--Summary

In an exemplary embodiment, the following disclosure details an electronic commerce method in which a printed catalog includes an image of an article offered for sale. The image is steganographically encoded with plural-bit binary data. This image is optically sensed to produce image data corresponding thereto. The steganographically encoded data is decoded from the image data and used – in conjunction with earlier-stored customer profile information -- to electronically order the article from the merchant.

Other novel features and arrangements will be apparent from the following detailed description, which proceeds with reference to the accompanying drawings.

Brief Description of the Drawings

Fig. 1 is a flowchart of an illustrative electronic commerce method.

Fig. 2 is a flowchart further elaborating certain of procedures that may be employed in the Fig. 1 process.--

At page 3, line 17, insert the following new paragraph:

--Fig. 1 is a flowchart of such an electronic commerce method. Fig. 2 is a flowchart further elaborating certain of the procedures that may be employed in the Fig. 1 process.--

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